

Newcomer Nate

Age: 23 **Gender:** Male **Occupation:** Retail

Education: Bachelors Degree **Marital Status:** Single

Biography

Nate is newer to Church Without Borders. He just became a church member after attending for the last year. Nate recently joined the worship and technology team at church. He's a young adult looking to begin his career. He just recently graduated from university with his bachelors degree, and is currently working a retail job. In his free time he plays Ultimate Frisbee with his friends.



Experience

- Nate has a working proficiency with computers and extensive skill with using the Internet.
- He accesses the Internet from his smartphone and laptop the most frequently.
- He rarely uses the church's website

Expectations

- Relevant Information
 - Core beliefs and mission statement
 - Leadership team
 - Upcoming events
 - Small groups (community groups & threefolds)
 - Times & locations
- Ways to give
- Ways to get involved
- Contact info
- Church start time

Goals

- To understand what a church service looks like
- To learn more about leadership and core values
- To see upcoming events
- To give
- To sign up to receive emails
- To sign up for community groups

Frustrations

- Difficult to find email sign up form
- Couldn't find a service agenda

Member Mary

Age: 33 **Gender:** Female **Occupation:** Massage Therapist
Education: Bachelors Degree **Marital Status:** Married



Biography

Mary has been attending Church Without Borders for a few years and is very involved. She serves on the children's ministry and greeting team. She also participates in a community group and a threefold. Mary is newly married and beginning to start a family of her own with her husband. She has been working as a massage therapist for the past few years. She likes to spend her free time with her husband.

Experience

- Mary is extensively proficient with using computers and the Internet.
- She accesses the Internet from her smartphone the most frequently.
- She occasionally uses the church's website

Expectations

- Relevant & up-to-date Information
 - Core beliefs and mission statement
 - Leadership team
 - Upcoming events
 - Small groups (community groups & threefolds)
 - Times & locations
 - Youth ministry
- Ways to give
- Church Address
- The website style matches the church style

Goals

- To find info & sign up for the community groups
- To give
- To find core beliefs
- To find when events start

Frustrations

- Not streaming church service on the site
- Couldn't find group info on website one time

Leader Larry

Age: 58 **Gender:** Male **Occupation:** Paralegal

Education: Associates Degree **Marital Status:** Married, with children

Biography

Larry is a leader in the church, mature in years. Larry is a member of Church Without Borders and has been attending for 10 years. He is very involved and even leads a small group. He serves on the teaching and safety team and participates in multiple bible study groups. He has worked a long and successful career for the government as a paralegal. Above all, he likes to spend time with his family.



Experience

- Larry is extensively proficient with using computers and the Internet.
- He accesses the Internet from his smartphone & laptop the most frequently.
- He occasionally uses the church's website

Expectations

- Core beliefs and mission statement
- Leadership team
- Upcoming events
- Missionary info
- Upcoming events
- Small groups (community groups & threefolds)
 - Times & locations
- Church address and service times
- Worship info

Goals

- To listen to previous sermons
- To find out when home groups are
- To give
- To sign up for a threefold and community group
- To sign up for events

Frustrations

- Couldn't find address and phone number to a home group one time